

RJ Reynolds

Tobacco Company

DM	T&D	REP
1224		
1225		
1226	✓	09
1229		
1230	✓	15, 10
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1243	SAM

Robert H. Fricke
 Special Accounts Manager
 Philadelphia Chain Accounts
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 Newtown Square, Pa. 19073
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To: ROU 1210 & 1310

For distribution to Sale Rep's with CID# 3897-00-00

Subject: 1995 Contracts - Jankee Welsh Farms

Ladies and Gentleman

Mr. Atul Petal has signed our new 1995 Package Outlet Base Contract. Please begin implementing this contract as follows:

- o One (1) Full Price display at the primary register (front or side).
- o One (1) Full Price display in the second or third position base on PM contract application only.
- o Floor Promotional System III (optional - can be used for second FPD)
- o Doral 6 tray (#484010) display in the first Savings position.

RJR continues to be authorized the following:

- o In/Out or Push Pull Decals
- o Full Price Window Signage
- o Doral Price Banner - Outside
- o Ground and/or Pole Sign
- o Y , 15x49 or Light Thief were applicable

Should you have any questions, or encounter any problems, please advise (VM #42328)

Thank You.

* NOTE to 1210 :

Sincerely



R.H. Fricke

Please Include distributions to
 Assignments with the following
 locations

ST# 770418 (Old Quick-Check's)
 ST# 223033

Now WELSH FARMS locations

THANK YOU.

"We work for smokers."

51855 1470

DM	T&O	REP
1224		
1225		
1226	✓	2, 3, 4, 5, 6, 7, 11, 13, 15, 16
1229		
1230	✓	6, 7, 8, 11, 13, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51855 1471

New Jersey Chain Division
April 1995
Promotion Schedule

CHAIN	DATE	PROMOTION	FIELD SALES ACCOUNTABILITY
Bottle King (2367-00-00)	April 6-May 6	>Doral \$0.25 off per pack Bottle King Club Card.	>Place Bottle King Club Card POS .Orderbook/maintain stock levels.
	April	Winston Select buy 2 Packs get a free lighter.	>VAP Place POS
Exxon Company USA (3912-14-00)	April	>Wiston Select buy 2 packs get a free lighter.	>VAP Place POS
Glass Shop Rite Liquor (3209-00-00) (3512-00-00) (1570-00-00)	April	>Winston Select buy 2 packs get a free lighter.	>VAP Place POS
Raceway Gas (5269-00-00)	April	Doral \$0.20 Off a pack	>Sales Reps coupon at store level and place POS.
		Winston Select buy 2 packs get a free lighter.	>VAP Place POS
Speedy Mart (5163-00-00)	April	Winston Select buy 2 packs get a free lighter	>VAP Plaace POS
Welsh Farms (2605-00-00)	April 3	>Co-Marketing \$0.30 Off a pack of all styles of Winston and Winston Select.	>Ensure product has been stickered and displayed. Place POS.
	April	Winston Select buy 2 packs get a free lighter.	>VAP Place POS